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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91215266
Party	Defendant Griffin Technology, Inc.
Correspondence Address	Terry L. Clark, Robert L. Brewer and Mar Bass, Berry & Sims PLC Suite 2800 150 3rd Avenue South Nashville, TN 37201 trademarks@bassberry.com
Submission	Motion to Dismiss - Rule 12(b)
Filer's Name	Robert L. Brewer
Filer's e-mail	trademarks@bassberry.com
Signature	/Robert L. Brewer/
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Attachments	Motion to Dismiss - Exhibit C.pdf(542690 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK TRIAL AND APPEAL BOARD

PREMIER SYSTEMS USA, INC.)	
)	
<i>Opposer,</i>)	
)	Opposition No. 91/215,266
v.)	Mark: OLLI
)	Serial No. 85/939,010
GRIFFIN TECHNOLOGY, INC.,)	
)	
<i>Applicant.</i>)	

MOTION TO DISMISS – EXHIBIT C

EXHIBIT C

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FAQ

Can I use the flash on my device with an olloclip lens?

olloclip lenses take amazing pictures with available light. If you would like to use your on-board flash, remember to first remove your olloclip lens.

Is the olloclip compatible with the iPhone 4S?

What is included with the olloclip?

How do I use the olloclip?

Can I use the flash on my device with an olloclip lens?

Will the olloclip function differently in Camera vs. Video Mode?

Which lenses are included in with the olloclip?

How can I use the Macro Function of the olloclip?

Is the olloclip hard to use?

What about the glass on my iPhone or if I use a screen protector?

Are there any limits to using a Fisheye?

I've noticed an offset/vignetting in the image when using the Fisheye, is there a fix for that?

Wide Angle Lens: Barrel Distortion

What is the olloclip made out of?

Why are the olloclip iPhone 5 lenses offset?

Will the olloclip work with my case?

Does the olloclip use magnets?

How big is the olloclip?

Will the olloclip work with Hipstamatic, Instagram and other applications?

Will the olloclip work with my Steadicam Smoothee for the iPhone 4S/4?

What's that cool tripod accessory I see in all the olloclip shots?

What does the olloclip name mean?

How do I know I'm getting an authentic olloclip?

How do I determine if the product I bought is the real thing?

What can I do if I have received a counterfeit?

http://www.olloclip.com/suport/faq/[4/14/2014 5:28:31 PM]

Is the olloclip compatible with the iPhone 4S?

Yes, the olloclip works perfectly with the iPhone 4S.

What is included with the olloclip?

- olloclip includes the Fisheye, Wide-Angle and Macro lenses
- Lens Caps
- Micro-Fibre lens bag/cleaning cloth
- User's Guide
- Business Cards

The olloclip comes with Fisheye, Wide-Angle & Macro lenses, lens caps for both ends, a microfiber lens cleaning cloth that is also a bag that you can put the olloclip in to keep it safe, a small users guide that you will not need because it is so easy to use, and last but not least some cards to hand out to people that ask you about the olloclip while you are out using it. We guarantee you will need these!

[Download a copy of the insert here.](#)



How do I use the olloclip?

Steps:

- Remove clip from the packaging.
- Admire the design of your new olloclip...invite your most envious friends over to see your new accessory.
- Pick one of the (3) modes: Fisheye, Wide Angle or Macro.
- We recommend the Fisheye to start based on the 'wow' factor. The Fisheye is labeled as such and it's the larger of the two.
- Remove the lens cap.
- Slide the olloclip on to the corner of your iPhone, making sure the lens of choice will cover the iPhone rear camera.
- Make sure your flash-mode is deactivated.

* Have a **case**? See those specific questions on the FAQ.

** Want to try the Wide Angle lens? Simply slide off the olloclip and flip it around.

*** Want to take some up close and personal macro shots? Check out our instructions using the [Macro Function on the FAQ](#).

**** Learn about adjusting the [Fisheye offset](#).



Can I use the flash on my device with an olloclip lens?

olloclip lenses take amazing pictures with available light. If you would like to use your on-board flash, remember to first remove your olloclip lens.



Will the olloclip function differently in Camera vs. Video Mode?

If you're using the native Apple Camera App, you have the option of shooting in 'Photo' or 'Video' modes. The olloclip can be used in either mode. However, the Apple Camera App 'crops' the image when in video mode; as such, when using the fisheye you may notice that the natural vignetting of the image is in turn cropped. Not to worry, still the same great effect, just a little more 'concise'. At this point, there does not appear to be a way to disable the cropping when in Video mode...



Which lenses are included in with the olloclip?

Fisheye (the larger of the two) – Provides approximately 180 degree field-of-view.

Wide Angle – Expands native viewing angle by 2x.

Macro – Focal distance of 13mm/.5" providing 10x macro shots.

The Macro lens is actually part of the Wide Angle lens assembly. Simply unscrew the Wide Angle lens in the direction of the arrow on the lens barrel. The macro lens is set perfectly within the olloclip and will be flush with the clip when the Wide Angle lens is removed. Place the olloclip back on your iPhone and move right in on the subject – literally, only a centimeter or so away. This results in some spectacular close-up images. When you're done, screw the wide angle lens back on to the macro body and you're all set.

Olloclip Quick-connect Lenses:



The wide angle lens says "macro" indicating that the macro lens is below the wide angle and requires unscrewing of the wide angle to access.

How can I use the Macro Function of the olloclip?

The Macro lens is actually part of the Wide Angle lens assembly. Simply unscrew the Wide Angle lens in the direction of the arrow on the lens barrel. The macro lens is set perfectly within the olloclip and will be flush with the clip when the Wide Angle lens is removed. Place the olloclip back on your iPhone 4 and move right in on the subject – literally, only a centimeter or so away. This results in some spectacular close-up images. When you're done, screw the wide angle lens back on to the macro body and you're all set.

Is the olloclip hard to use?

The olloclip just slides on to the corner of your iPhone 4S/4 and automatically aligns itself over the camera. The camera autofocuses through the olloclip just as normal. You do not even need to think about anything. If you want to switch from one lens to the other just flip it over to use the lens on the other side.

Are there any limits to using a Fisheye?

Short answer, "no"! The Fisheye creates some incredible effects. Here are some tips:

- Use the fisheye in both Still or Video modes.
- Don't be afraid to get up close to your subject.
- Try it with Facetime – and pretty much any app you like to use.

Got some ideas of your own? Be sure to post them on our [Facebook Page](#).

I've noticed an offset/vignetting in the image when using the Fisheye, is there a fix for that?

The iPhone 4S/4 is a remarkable piece of engineering and design elegance. And like any precision piece of electronics these days, the placement of the camera assembly is very critical and subject to some variation. That variation is usually in an ever so slight offset of the embedded camera from being truly perpendicular with the glass back. When using the iPhone 4 in its native point-and-shoot mode, you'll never notice it. However, when you add a precision lens such as the olloclip fisheye, this offset creates a shift in the actual image, the amount of which will vary with every iPhone. This shift is typically only visible when taking still images, as the iPhone 4 uses a crop-factor when shooting in video mode, and therefore, the offset not visible. To compensate for this shift, you can tilt the fisheye lens within the olloclip. We intentionally designed the olloclip to allow for this shift and adjust accordingly.

You can [download a simple illustration here which visually shows you how to tilt lens...](#)

If you don't like the look of the vignetting you can always use one of the free apps to crop your image (iOS5 will have this feature built-in).

Remember, only a small amount of tilt is required and it should hold this position for some time. The Wide-Angle and Macro Lens combination can not be tilted due to the design of these lenses.

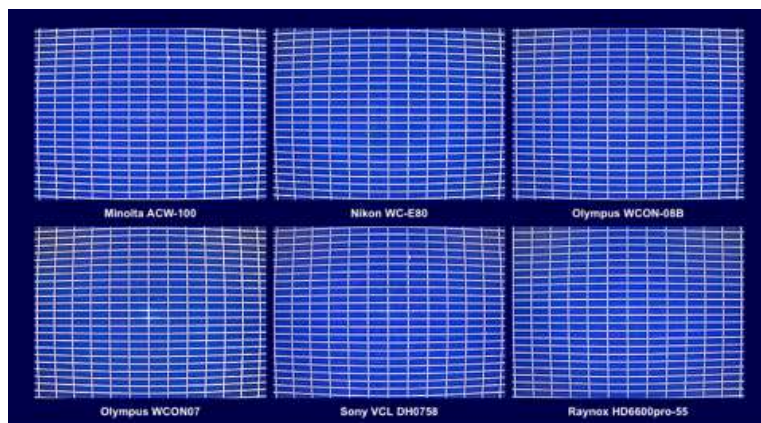


Wide Angle Lens: Barrel Distortion

The elegance of the olloclip is its 3-in-1 quick-connect lens solution. Not one, not two, rather three lenses in one. Most impressive are the Fisheye and Macro lenses as these were the primary design objectives when we originally conceptualized the olloclip. Being avid photographers, we own a variety of wide angle lens converters for our higher-end DSLRs; most of which average well over \$150 per converter. Unfortunately, Barrel Distortion is the 'nature of the beast' and is common with all wide angle converters. When it came to the design of the lenses themselves we had to err on the side of the quality of the optics for the Fisheye and the Macro, and we believe that decision speaks for itself.

Most of the time you'll hardly even notice it, for example landscapes, vs. taking photographs of a wall or something that has a lot of linear content or lines.

Here is an image from the an [excellent article reviewing a variety of DSLR Wide Angle Converters](#).



Why are the olloclip iPhone 5 lenses offset?

The olloclip lenses for the iPhone 4/4S are in a straight line and you could look through them. Some of you have noticed that the olloclip for iPhone 5 lenses are offset and you cannot look through them. The reason for the difference is that on the iPhone 4/4S the camera placement is the same distance from the top as it is from the side and this allows the symmetrical placement of the lenses. On the iPhone 5 the camera is further from the edge than it is from the top and this requires us to offset the lenses so that they are over the camera when the olloclip is flipped to use the opposite lens.



What is the olloclip made out of?

The olloclip uses precision ground glass multi-element optics for the lenses. The barrels are made from aircraft grade aluminum using a CNC machine and then anodized. The iPhone 4S/4 attachment is made from a soft plastic material that ensures a secure fit every time to the iPhone. The olloclip uses very high quality components that are expensive to make but we think that our users will appreciate a quality product that gives excellent results and is a joy to use.



Will the olloclip work with my case?

The olloclip was designed to work with a 'naked' or 'caseless' iPhone 4. Considering the 1000's of cases on the market it would be impossible to design a solution that works with all of them, or even a small portion of them. Most iPhone 4 cases go on and come off quickly and easily.



Does the olloclip use magnets?

The olloclip does not use magnets.



What about the glass on my iPhone or if I use a screen protector?

The olloclip will not scratch the Gorilla Glass used in the iPhone 4S/4.



How big is the olloclip?

The olloclip is 35mm (1.37 in) tall by 31mm (1.22 in) across at the widest section but about 20mm (0.78 in) across on average. The olloclip weighs 20 grams or 0.7 of an ounce. The olloclip is very small and very light.

Will the olloclip work with Hipstamatic, Instagram and other applications?

The olloclip will work with any application that uses the high-quality rear facing camera on the iPhone 4S/4.

Will the olloclip work with my Steadicam Smoothee for the iPhone 4S/4?

Yes, the olloclip fits perfectly on to the iPhone 4S/4 while it is mounted in the Steadicam Smoothee tripod holder. Prototype olloclips are already being used in a multi camera iPhone 4 shoot using the Steadicam Smoothee.

http://www.steadicam.com/smoother_home.html

What's that cool tripod accessory I see in all the olloclip shots?

olloclip got its start on the site Kickstarter.com and it was a product called the "glif" that introduced us to Kickstarter. We bought several glifs ourselves and we were very impressed not only with the product, but how this really cool site called Kickstarter.com helped them launch their dream...And so it was with the olloclip. Learn more about the glif at www.theglif.com.

What does the olloclip name mean?

ollo is the word for eye in some languages and one can't help but compare a camera lens to an eye, even more so when the product includes a fisheye lens. With our innovative patent pending design you simply slide or clip the lens to your iPhone 4S/4 so olloclip seemed to be a good fit for the product. We also think it looks nice and flows well when spoken.

How do I know I'm getting an authentic olloclip?

Apparently, the old adage is true: Imitation is the sincerest form of flattery because have seen counterfeit olloclip products being sold on the Internet. While they have used our product images — and may look like the real thing — when they actually arrive they turn out to be fake. We have even seen counterfeit products being sold with misspelled names like ollcollp and ollocplp to try and fool customers. Even the packaging may be very similar to ours. The only way to really be sure you're getting the real thing is to order the product from us or from one of the verified resellers featured

on this site.

How do I determine if the product I bought is the real thing?

olloclip is made from the highest quality components, including precision ground glass multi-element optics and aircraft grade aluminum. Counterfeit products, though they may look like the real thing when advertised on the Web, often have some obvious flaws: the name misspelled, low-grade plastic, poor quality optics, no AR coating on the lenses or poor quality coating, loose-fitting parts that fall off easily, a logo missing from the carrying case or lens caps — there are a lot of ways to spot a fake. Don't settle for anything less than a genuine olloclip.

What can I do if I have received a counterfeit?

Many marketplaces, (where a lot of counterfeit products are sold) offer guarantees. For example, Amazon offers you an A to Z guarantee to get a full refund without having to return the counterfeit product. If the purchase was made using PayPal then you can request PayPal to refund the money if you make a claim. If you purchased through a dedicated website, raise the concern directly and ask to return the product for a full refund!

Fill out the form below & we'll be sure to keep you up to date on latest news, offers, and new products!

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last name *

e-mail *

* All fields are required.

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